

## **AMENDMENTS TO THE CLAIMS**

This listing of claims replaces all previous versions and listings of claims in the application.

### **Listing of Claims**

1-34. (Canceled)

35. (Previously Presented) A method of providing a discount on a price-per-unit (PPU) of fuel to a customer who purchases at least one cross-marketed product, said method comprising the steps of:

- awarding a first discount on the PPU of the fuel to the customer in response to a purchase by the customer of a first cross-marketed product at a point-of-sale (POS) checkout;

- awarding a second discount on the PPU of the fuel to the customer in response to a purchase by the customer of a second cross-marketed product at the POS checkout;

- adding by a processor, the first discount to the second discount to determine a total discount on the PPU of the fuel;

- storing by the processor, the total discount in a discounts issued database;

- receiving by a fueling station controller, an indication that the customer has initiated a subsequent purchase of fuel, said indication including an identifier associated with the total discount stored in the discounts issued database;

- retrieving by the fueling station controller, the total discount from the discounts issued database; and

- reducing by the fueling station controller, the PPU of the fuel by the total discount.

36. (Previously Presented) A method of managing discounts on a price-per-unit (PPU) of fuel, wherein the discounts are provided to a customer who purchases a plurality of cross-marketed products or services, said method comprising the steps of:

awarding a first discount on the PPU of the fuel to the customer in response to a purchase by the customer of a first cross-marketed product or service provided by a first vendor;

awarding a second discount on the PPU of the fuel to the customer in response to a purchase by the customer of a second cross-marketed product or service provided by a second vendor;

adding by a processor, the first discount to the second discount to determine a total discount on the PPU of the fuel;

redeeming the total discount when the customer subsequently purchases fuel by reducing on a fuel dispenser, the posted PPU of the fuel by the amount of the total discount;

determining a redeemed discount value by multiplying the total discount on the PPU of the fuel by the number of units of fuel purchased by the customer;

allocating to the first vendor, a portion of the redeemed discount value corresponding to the first discount; and

allocating to the second vendor, a portion of the redeemed discount value corresponding to the second discount.

37. (Previously Presented) The method of managing discounts of claim 36, further comprising, after adding the first discount to the second discount to determine a total discount, the step of storing the total discount in a discounts issued database, and wherein the step of redeeming the total discount includes the steps of:

receiving by a fueling station controller, an indication that the customer has initiated a subsequent purchase of fuel, said indication including an identifier associated with the total discount stored in the discounts issued database;

retrieving by the fueling station controller, the total discount from the discounts issued database; and

reducing by the fueling station controller, the PPU of the fuel by the total discount.

38. (Previously Presented) A method of providing a discount on a purchase price of fuel to a customer who performs at least one triggering activity, said method comprising the steps of:

awarding a first discount on the purchase price of the fuel to the customer in response to the customer performing a first triggering activity;

awarding a second discount on the purchase price of the fuel to the customer in response to the customer performing a second triggering activity;

adding by a processor, the first discount to the second discount to determine a total discount on the purchase price of the fuel;

receiving by a fueling station controller, an indication that the customer has initiated a subsequent purchase of fuel; and

reducing by the fueling station controller, the purchase price of the fuel by the total discount.

39. (Previously Presented) The method of claim 38, wherein the triggering activity includes purchasing by the customer, at least one cross-marketed product or service.

40. (Previously Presented) The method of claim 38, wherein the triggering activity includes purchasing by the customer, more than a threshold amount of products or services from a participating retail merchant.

41. (Previously Presented) The method of claim 38, wherein the triggering activity includes purchasing by the customer, more than a threshold amount of products or services produced or provided by a participating product manufacturer or service provider.

42. (Previously Presented) The method of claim 38, wherein the first, second, and total discounts are discounts on the total purchase price of the fuel.

43. (Previously Presented) The method of claim 42, further comprising, after adding the first discount to the second discount to determine a total discount, the steps of:

determining whether the total discount exceeds a maximum allowable discount; and

if the total discount exceeds a maximum allowable discount, limiting the amount by which the total purchase price of the fuel is discounted to the maximum allowable discount.

44. (Previously Presented) The method of claim 38, wherein the first, second, and total discounts are discounts on the price-per-unit (PPU) of the fuel.

45. (Previously Presented) The method of claim 44, further comprising, after adding the first discount to the second discount to determine a total discount, the steps of:

determining whether the total PPU discount exceeds a maximum allowable PPU discount; and

if the total PPU discount exceeds a maximum allowable PPU discount, limiting the amount by which the PPU of the fuel is discounted to the maximum allowable PPU discount.